

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A purchase promotion server system, comprising:
a user information database unit configured to store electronic goods or services information indicating goods or services scheduled to be purchased or goods or services desired to be purchased, for each user;
a user state judgement unit configured to judge a user state regarding whether the user is fit to purchase goods or services, according to state data including a location information of the user; **and**
a user information management unit configured to recognize an information communication terminal presently used by the user corresponding to the electronic goods information; and
a user notification unit configured to send a message urging or reminding the user to purchase the goods or services scheduled to be purchased or the goods or services desired to be purchased indicated by the electronic goods or services information stored by the user information database unit, to the user the recognized information communication terminal via a network according to the user state judged by the user state judgement unit.

Claim 2 (Original): The system of claim 1, wherein the user state judgement unit judges the user state by using a located area information describing an area in which the user is currently located according to a current location of the user indicated by the location information.

Claim 3 (Previously Presented): The system of claim 2, wherein the user state judgement unit uses the located area information that describes facilities existing in the area in which the user is currently located.

Claim 4 (Previously Presented): The system of claim 3, wherein the user state judgement unit judges that the user is fit to purchase the goods or services scheduled to be purchased or the goods or services desired to be purchased, when the user is located in an area with a facility at which at least one of the goods or services scheduled to be purchased or the goods or services desired to be purchased can be purchased.

Claim 5 (Original): The system of claim 1, wherein the user state judgement unit judges the user state according to the state data that also includes a time information indicating a current time.

Claim 6 (Original): The system of claim 5, wherein the user state judgement unit judges the user state by using a schedule information describing scheduled activities of the user according to the current time indicated by the time information.

Claim 7 (Previously Presented): The system of claim 6, wherein the user state judgement unit judges that the user is fit to purchase goods or services when the current time is not in a working time zone of the user according to the schedule information.

Claim 8 (Currently Amended): The system of claim 1, wherein the user notification unit refers to the user information management unit so as to recognize ~~recognizes~~ an

information communication terminal currently used by the user, and sends the message in a format suitable to the recognized information communication terminal.

Claim 9 (Original): The system of claim 1, wherein the user notification unit sends the message in a form of an e-mail destined to a portable information communication terminal carried around by the user.

Claim 10 (Previously Presented): The system of claim 1, further comprising: a user information providing unit configured to provide contents including the electronic goods or services information, in a form accessible by the user via the network.

Claim 11 (Previously Presented): The system of claim 10, further comprising: a contents production unit configured to produce the contents to be provided by the user information providing unit, according to the user state judged by the user state judgement unit.

Claim 12 (Original): The system of claim 11, wherein the contents production unit produces the contents by collecting related information relevant to a current location of the user indicated by the location information.

Claim 13 (Previously Presented): The system of claim 12, wherein the contents production unit produces the contents including the related information which is an advertisement or recommendation of a shop existing in an area in which the user is currently located.

Claim 14 (Original): The system of claim 10, wherein the user information providing unit provides the contents that also include at least one of:

- (1) an out-of-stock goods information based on a stock management of a refrigerator of the user;
- (2) an out-of-stock goods information based on a cooking recipe executed by a microwave oven of the user; and
- (3) a new product information based on a preference information of the user extracted from a past purchase log.

Claim 15 (Original): The system of claim 10, wherein the user notification unit sends the message that is linked to the contents provided by the user information providing unit.

Claim 16 (Previously Presented): The system of claim 1, wherein the user notification unit sends the message that also contains the electronic goods or services information.

Claim 17 (Original): The system of claim 1, wherein operations of the user information database unit, the user state judgement unit, and the user notification unit are provided in a form of an agent service to be provided to each user individually.

Claim 18 (Previously Presented): The system of claim 1, further comprising:
a user information management unit configured to manage the electronic goods or services information and a purchase log of the user by obtaining a purchase record information indicating goods or services actually purchased by the user from a Point-of-Sale

(POS) system of each shop used by the user and updating at least one of the electronic goods or services information and the purchase log of the user.

Claim 19 (Previously Presented): The system of claim 18, wherein the user information management unit manages the electronic goods or services information that is shared by a plurality of users.

Claim 20 (Currently Amended): A purchase promotion method, comprising:
storing electronic goods or services information indicating goods or services scheduled to be purchased or goods or services desired to be purchased, for each user;
judging a user state regarding whether the user is fit to purchase goods or services, according to state data including a location information of the user; and
recognizing an information communication terminal presently used by the user
corresponding to the electronic goods information; and
sending a message urging or reminding the user to purchase the goods or services scheduled to be purchased or the goods or services desired to be purchased indicated by the electronic goods or services information stored by the storing, to ~~the user~~ the recognized
information communication terminal via a network according to the user state judged by the judging.

Claim 21 (Previously Presented): The method of claim 20, wherein the judging judges the user state by using a located area information describing an area in which the user is currently located according to a current location of the user indicated by the location information.

Claim 22 (Previously Presented): The method of claim 21, wherein the judging uses the located area information that describes facilities existing in the area in which the user is currently located.

Claim 23 (Previously Presented d): The method of claim 22, wherein the judging judges that the user is fit to purchase the goods or services scheduled to be purchased or the goods or services desired to be purchased, when the user is located in an area with a facility at which at least one of the goods or services scheduled to be purchased or the goods or services desired to be purchased can be purchased.

Claim 24 (Previously Presented): The method of claim 20, wherein the judging judges the user state according to the state data that also includes a time information indicating a current time.

Claim 25 (Previously Presented): The method of claim 24, wherein the judging judges the user state by using a schedule information describing scheduled activities of the user according to the current time indicated by the time information.

Claim 26 (Previously Presented): The method of claim 25, wherein the judging judges that the user is fit to purchase goods or services when the current time is not in a working time zone of the user according to the schedule information.

Claim 27 (Previously Presented): The method of claim 20, wherein the sending recognizes an information communication terminal currently used by the user, and sends the message in a format suitable to the information communication terminal.

Claim 28 (Previously Presented): The method of claim 20, wherein the sending sends the message in a form of an e-mail destined to a portable information communication terminal carried around by the user.

Claim 29 (Previously Presented): The method of claim 20, further comprising: providing contents including the electronic goods or services information, in a form accessible by the user via the network.

Claim 30 (Previously Presented): The method of claim 29, further comprising: producing the contents to be provided by the providing , according to the user state judged by the judging .

Claim 31 (Previously Presented): The method of claim 30, wherein the producing produces the contents by collecting related information relevant to a current location of the user indicated by the location information.

Claim 32 (Previously Presented): The method of claim 31, wherein the producing produces the contents including the related information which is an advertisement or recommendation of a shop existing in an area in which the user is currently located.

Claim 33 (Previously Presented): The method of claim 29, wherein the providing provides the contents that also include at least one of:

(1) an out-of-stock goods information based on a stock management of a refrigerator of the user;

- (2) an out-of-stock goods information based on a cooking recipe executed by a microwave oven of the user; and
- (3) a new product information based on a preference information of the user extracted from a past purchase log.

Claim 34 (Previously Presented): The method of claim 29, wherein the sending sends the message that is linked to the contents provided by the providing.

Claim 35 (Previously Presented): The method of claim 20, wherein the sending sends the message that also contains the electronic goods or services information.

Claim 36 (Previously Presented): The method of claim 20, wherein operations of the storing, the judging, and the sending are provided in a form of an agent service to be provided to each user individually.

Claim 37 (Previously Presented): The method of claim 20, further comprising: managing the electronic goods or services information and a purchase log of the user by obtaining a purchase record information indicating goods or services actually purchased by the user from a Point-of-Sale (POS) system of each shop used by the user and updating at least one of the electronic goods or services information and the purchase log of the user.

Claim 38 (Previously Presented): The method of claim 37, wherein the managing manages the electronic goods or services information that is shared by a plurality of users.

Claim 39 (Currently Amended): A computer usable medium having computer readable program codes embodied therein for causing a computer to function as a purchase promotion server system, the computer readable program codes including:

a first computer readable program code for causing said computer to store electronic goods or services information indicating goods or services scheduled to be purchased or goods or services desired to be purchased, for each user;

a second computer readable program code for causing said computer to judge a user state regarding whether the user is fit to purchase goods or services, according to state data including a location information of the user; and

a third computer readable program code for causing said computer to recognize an information communication terminal presently used by the user corresponding to the electronic goods information; and

a ~~third~~ fourth computer readable program code for causing said computer to send a message urging or reminding the user to purchase the goods or services scheduled to be purchased or the goods or services desired to be purchased indicated by the electronic goods or services information stored by the user information database unit, to ~~the user~~ the recognized information communication terminal via a network according to the user state judged by the user state judgement unit.

Claim 40 (Currently Amended): A method for providing advertisement service, comprising:

judging a user state regarding whether the user is fit to purchase goods or services, according to state data including a location information of the user;

producing contents according to the user state judged by the judging, by collecting related information relevant to a current location of the user indicated by the location

information, the related information being an advertisement or recommendation of a shop existing in an area in which the user is currently located; and

recognizing an information communication terminal presently used by the user
corresponding to the electronic goods information; and
providing the contents produced by the producing, in a form accessible by the user, to
the recognized information communication terminal via the network.